

July 2006

Green Business Update Alameda County

Visit our website www.greenbiz.ca.gov
email pamela.evans@acgov.org



Join us:

Green Dinner
Wednesday August 2 in Oakland.

Green Business Recognition Event
Wed., September 13 in Berkeley.

Details below

Green Business Certifications

These businesses have joined over 650 Bay Area companies & organizations in becoming 'green' this past quarter:

Anna's Jazz Island
Blue Sky Cleaners
Castro Valley Chamber of Commerce
Claudia Vieira Landscape Design
CrossCut Secure Shredding
Environmental Working Group
I Song Orthodontics
Marquez & Associates
Park Day School
Sun Clean Carpet Care
R.A.W. Concepts
Red Sea restaurant
Sue Kearney graphic craftswoman
Sue Kearney life coach
Treadwell and Rollo

Four Points Sheraton San Francisco Bay Bridge was recertified.

Promoting Green Businesses

The Bay Area GBP is working on 'phase three' of its regional branding strategy for raising public awareness of Green Businesses and the meaning of the logo. We are now working on marketing collateral for use by our participating businesses. The first piece will be a 'post card' that engagingly states what it means to be a Bay Area Green Business. The design and content also can be developed into other marketing pieces, that Green Businesses can adopt **at no cost** for their own promotions. *Contact us for more information!*

- **Media Coverage** - *KCBS* radio presented a feature on Bay Street Emeryville's unique status as the first 'green' certified shopping center. *East Bay Business Times* has done a series of articles on Green Businesses. See their July editions! *San Francisco Business Times* featured Wendel, Rosen, Black & Dean, LLP.
- **Proud to be Green** - Our new *web page* on the Green Business website spotlights two of our Green Businesses; Transcendentist and Wendel, Rosen, Black & Dean. We'll feature new businesses every few months.
- **Mechanics Bank** in downtown Berkeley featured the GBP and their own 'green' efforts in their client newsletter.
- **Bay Street Emeryville** held a public event celebrating their certification and holding a 'trash art' exhibit.
- **Public Promotions** - We tabled at a variety of public venues including Earth Day celebrations in Alameda, Castro Valley, Livermore and Oakland/Port of Oakland and we participated in the Berkeley Green Home Expo, Friends of Five Creeks meeting, Bay Street Emeryville Recycled Art celebration & the Sustainable World Symposium.

Two Great Green Business Events

To **RSVP** or get more info about these two events, contact Pamela.evans@acgov.org or 510.567.6770.

Please mark your calendar! Join us for our next **Green Dinner** at **Dona Tomas**, 5004 Telegraph Avenue, Oakland, 6:00 p.m.

Green Business recognition event, cosponsored by Sustainable Business Alliance, **Wednesday, September 13th** 5:30 p.m. at Anna's Jazz Island, Berkeley. Our speaker is Mal Warwick, President of Mal Warwick Associates, (a Green Business) on ***Values-Driven Business: How to Change the World, Make Money and Have Fun.*** \$12 SBA members, \$15 nonmembers. To RSVP go to: <http://tinyurl.com/z6tfl>

More 'Green' Learning & Networking :

July 26, 2006, **Bay Area Renewable Energy Business Procurement Symposium** in San Francisco. Go to www.resource-solutions.org/bayarea/ for information. This event will educate businesses, institutions, NGOs and others about their renewable energy procurement opportunities.

August 8th **Sustainable Business Workshop**, Fairmont Hotel, San Jose Business leaders will highlight their Sustainability and Zero Waste Programs. These are businesses talking to businesses about their success stories and challenges. Go to <http://www.crra.com/2006conf/workshops.html>.

Sustainable Business Alliance networking lunches, first Friday of each month: August 5th, Berkeley. September 8, Oakland. To register, go to www.sustainablebiz.org.

Tri-Valley Sustainable Business Alliance networking lunches, 4th Thursday of each month in Pleasanton: Email steve@gozagear.com for more info.

Green Tips & News

U.S. EPA's regulations that mandate national use of a **new Uniform Hazardous Waste Manifest** go into effect on September 5, 2006. For more info go to: <http://www.dtsc.ca.gov/IDManifest/Manifests.cfm>

A new report from the [World Resources Institute](http://www.worldresourcesinstitute.org) reminds us that **offices contribute to greenhouse gas emissions** and can help stave off climate change. **Hot Climate, Cool Commerce** (PDF, 2.6 MB) offers a how-to guide to inventory and manage emissions.

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